

Be Our Guest!

A SERIES OF WORKSHOPS ON CUSTOMER SERVICE



WORKSHOP ONE

Create a Culture of Service

PRACTICING WHAT WE ALREADY KNOW ABOUT
CREATING A CULTURE OF SERVICE

W O R K B O O K

Create a Culture of Service

A Sustained Learning Program

Dear Participant,

You are about to participate in a unique training experience that involves a carefully developed system of sustained learning.

You, not your employer, are the key to creating a culture of service in your clinic. We are not here to learn “rocket science.” We're here to remind you of some basics that you already know about relating to other persons and to provide you with ways to reinforce, affirm and practice these core traits. We will help you to be more successful at serving others, to develop a habit of doing those things that you already know, by merely doing a few simple, short, daily, easily done tasks.

The success of this program does not depend solely on this training session, like most other training would. The initial session itself is very short. Your ultimate success does depend on doing the Sustained Learning Program's follow-up activities that we have carefully planned for you. These daily assignments will take only a few minutes a day for you to complete. However, if you follow this simple, but effective system, you will become not only someone who knows how to treat clients and coworkers like guests; but also, someone who Does it, Lives it and Enjoys it.

Our system includes sharing information, encouragement, getting feedback from your clients and obtaining feedback from them through your suggestion box. Ask them how well you are doing these simple tasks. The feedback that you get will help you be more successful.

Thirty days from now, we suggest that your supervisor have a coaching session to review how successful you have been in applying what you learn in this training. At that time you and your supervisor can discuss difficult areas for you and possible steps needed for you to improve. We will then follow up with your management to discuss additional steps or actions that will help you and your clinic be more successful.

We sincerely believe that you will enjoy this program as a life skill development experience. We believe that you will find that, when you use this system, you not only will be rewarded with more success in your work, but also that you will gain a sense of personal satisfaction and enjoyment.

If you practice the concepts contained in this program, they will serve you in a way that will enrich your relationships with all people, whether it be at work with your clients and coworkers, at home with your loved ones or at play with your friends.

Positively and successfully,

Ron Frank
Sustained Learning Programs Creator

Presentation:

SLIDE

1

Why?

NOTES:

SLIDE

2

Be Our Guest!

A series of workshops on customer service.

1. Create a culture of service
2. Be a positive impact person!
3. Communicate with trust!

NOTES:

SLIDE

3

First Workshop: A Culture of Service

Create a culture of service

Practicing what I already know about great customer service

NOTES:

SLIDE

4

Video clip and exercise

LIST TELLER AND CLIENT BEHAVIORS AND FEELINGS:

SLIDE

5

A Culture of Service: It's Very Simple

We already know it's just doing what's right

SLIDE

6

Why is my clinic's success important to me?

NOTES:

SLIDE

7

**What role do your clients and coworkers
play in the success of your clinic?**

NOTES:

SLIDE

8

Who are the people we serve?

NOTES:

SLIDE

9

The key to success is keeping clients.

NOTES:

SLIDE

10

Remember:

**Customers go where they want to go,
but stay where they are appreciated.**

NOTES:

SLIDE

11

The 5 keys to create a culture of service

1. Make your clients feel welcome.
2. Obtain and use your client's names.
3. Discover your client's needs.
4. Tell your clients you appreciate them.
5. Invite your clients back.

NOTES:

SLIDE

12

Exercise Key No. 1

I make my clients feel welcome by:

LIST HOW YOU MAKE YOUR CLIENTS FEEL WELCOME:

SLIDE

13

Exercise Key No. 2

I obtain and use my client's name by:

LIST HOW YOU OBTAIN AND USE YOUR CLIENT'S NAMES:

SLIDE

14

Exercise Key No. 3

I discover my clients' needs by:

LIST HOW YOU DISCOVER YOUR CLIENTS' NEEDS:

SLIDE

15

Exercise Key No. 4

I appreciate and thank my clients by:

LIST HOW YOU APPRECIATE & THANK YOUR CLIENTS:

SLIDE

16

Exercise Key No. 5

I invite my clients to come back by:

LIST HOW YOU APPRECIATE & THANK YOUR CLIENTS:

SLIDE
17

Review 5 keys to create a culture of service

1. Make your clients feel welcome.
2. Obtain and use your client's names.
3. Discover your clients' needs.
4. Tell your clients you appreciate them.
5. Invite your clients back.

NOTES:

SLIDE

18

Practicing what I already know about creating a culture of service

NOTES:

SLIDE

19

Posters as reminders

NOTES:

SLIDE
20

Daily Reminder Card Example

NOTES:

SLIDE
21

Thank you for coming
We appreciate having you as our guest

We hope that we have served you in a way that will help you to
enjoy creating a culture of service.

We look forward to seeing you again soon.

NOTES:

WIC Civil Rights Policy Review

How We Do Business

C.R.-2.0

The same standards for determining eligibility and participation in the WIC Program apply to everyone regardless of sex, age, disability, race, color, religion or national origin.

Staff responsibilities

C.R.-1.0

The local agency (LA) is required at the time of each certification to have the participant or parent/guardian/caretaker of the participant read, or be read, the rights and obligations of a participant in the WIC program. In Texas, the rights and obligations are spelled out thoroughly on the Supplemental Information Form (SIF).

Compliance Issues

C.R.-2.1

Each LA should make arrangements to provide program information to persons who do not speak English or who have limited English-speaking proficiency. Program information should be provided to such persons in the appropriate language and/or in writing. Program materials should be developed in languages that can be utilized by the local WIC populations.

C.R.-3.0

If any individual wishes to appeal any state agency (SA) or LA actions, the LA shall refer that individual to the SA. Individuals may make an oral or written request for a “Fair Hearing” to the Director of the WIC Program in Austin, Texas.

C.R.-6.0

The LA must immediately send all civil rights complaints to the SA.

C.R.-7.0

Each LA must have mechanisms in place to make services available to disabled persons. Each LA will use the SA’s “504 Checklist” to evaluate program accessibility for the disabled.

C.R.-9.0

The LA must collect participation data by racial/ethnic category from each participant on the WIC Program.

Program Material

C.R.-2.2

All locally developed materials concerned with outreach, program information, or participants' rights that are distributed to the public or posted for public viewing must include a nondiscrimination statement in a prominent place on the materials.

G.A.-9.0

Outreach requirements must at least provide public announcements about WIC in the local media and distribution of WIC information at least twice yearly to organizations/agencies who service potentially eligible persons.

C.R.-4.0

The SA will monitor each local agency at least once every two years to determine the LA's compliance with state and federal civil rights policies and legislation.

C.R.-4.1

If any individual feels his/her civil rights have been violated they can register a complaint with the LA, the SA, the Food & Consumer Service Regional Office, or the USDA.

C.R.-5.0

The SA will send all complaints to the Regional Civil Rights Director.

C.R.-8.0

Civil rights training must be provided annually at each local agency.



CREATING A CULTURE OF SERVICE

NAME _____

WEEK 2 • Day 6 of 20

To welcome a client,
without speaking, I can:

*I never get a 2nd chance
to make a 1st impression.*

CREATING A CULTURE OF SERVICE

NAME _____

WEEK 2 • Day 7 of 20

Ways to learn a
client's name are:

*If I win an argument I will
probably lose the client.*

CREATING A CULTURE OF SERVICE

NAME _____

WEEK 2 • Day 8 of 20

Ways to learn a
client's needs are:

*All employees, including
me, are client service reps.*

CREATING A CULTURE OF SERVICE

NAME _____

WEEK 2 • Day 9 of 20

Phrases I can use
to thank a client are:

*Great employees desire to
take care of clients' needs.*

CREATING A CULTURE OF SERVICE

NAME _____

WEEK 2 • Day 10 of 20

A client is more likely
to come back if I:

*A business can't do anything -
it's all up to the employees.*

CREATING A CULTURE OF SERVICE

NAME _____

WEEK 1 • Day 1 of 20

I can remember
to welcome clients by:

*I never get a 2nd chance
to make a 1st impression.*

CREATING A CULTURE OF SERVICE

NAME _____

WEEK 1 • Day 2 of 20

I can remember
clients' names by:

*If I win an argument I will
probably lose the client.*

CREATING A CULTURE OF SERVICE

NAME _____

WEEK 1 • Day 3 of 20

I remember to ask
what clients' needs are by:

*All employees, including
me, are client service reps.*

CREATING A CULTURE OF SERVICE

NAME _____

WEEK 1 • Day 4 of 20

I can remember
to thank clients by:

*Great employees desire to
take care of clients' needs.*

CREATING A CULTURE OF SERVICE

NAME _____

WEEK 1 • Day 5 of 20

I can remember
to invite clients back by:

*A business can't do anything -
it's all up to the employees.*



CREATING A CULTURE OF SERVICE

NAME _____ **WEEK 4 • Day 16 of 20**

When I welcome a client,
I feel:

*I never get a 2nd chance
to make a 1st impression.*

CREATING A CULTURE OF SERVICE

NAME _____ **WEEK 4 • Day 17 of 20**

When I use a client's name,
the client feels:

*If I win an argument I will
probably lose the client.*

CREATING A CULTURE OF SERVICE

NAME _____ **WEEK 4 • Day 18 of 20**

When I listen to a client's
need, they feel:

*All employees, including
me, are client service reps.*

CREATING A CULTURE OF SERVICE

NAME _____ **WEEK 4 • Day 19 of 20**

When I thank a client
for coming, I feel:

*Great employees desire to
take care of clients' needs.*

CREATING A CULTURE OF SERVICE

NAME _____ **WEEK 4 • Day 20 of 20**

When I invite a client back,
we both feel:

*A business can't do anything -
it's all up to the employees.*

CREATING A CULTURE OF SERVICE

NAME _____ **WEEK 3 • Day 11 of 20**

I welcomed clients
today by saying:

*I never get a 2nd chance
to make a 1st impression.*

CREATING A CULTURE OF SERVICE

NAME _____ **WEEK 3 • Day 12 of 20**

I learned a client's name
today by:

*If I win an argument I will
probably lose the client.*

CREATING A CULTURE OF SERVICE

NAME _____ **WEEK 3 • Day 13 of 20**

I learned a client needed
something when:

*All employees, including
me, are client service reps.*

CREATING A CULTURE OF SERVICE

NAME _____ **WEEK 3 • Day 14 of 20**

I thanked a client
today by:

*Great employees desire to
take care of clients' needs.*

CREATING A CULTURE OF SERVICE

NAME _____ **WEEK 3 • Day 15 of 20**

I invited a client back today
by saying:

*A business can't do anything -
it's all up to the employees.*

WIC Civil Rights Policy Review

